CLAIMS

What is claimed is:

1. A method of presenting page related statistical information, comprising:

    receiving a hypertext page; and

5   displaying the page to present statistical information associated with a hyperlink at the hyperlink on the page.

2. The method as claimed in Claim 1, wherein in the statistical information relates to a transition from the page to the linked page.

3. The method as claimed in Claim 1, further responding to a user selecting the

10   hyperlink to display the linked page with statistical information.

4. The method as claimed in Claim 1, further including:

    processing the hypertext page to identify a hypertext link;

    retrieving statistical information corresponding to that link; and

    generating an annotated page with a modification of the link to include

15   the information with the link in a display of the annotated page.

5. The method as claimed in Claim 1, further including filtering the statistical information as a function of user input criteria.

6. The method as claimed in Claim 1, wherein the statistical information is presented on the page in an emphasized manner.

20 7. The method as claimed in Claim 1, wherein the page is de-emphasized with respect to being displayed without the statistical information.

8.   The method as claimed in Claim 1, further including:

      removing color from the page; and

      presenting the statistical information in color.

9.   The method as claimed in Claim 8, wherein the color associated with the

5   statistical information is visually suggestive of the related statistic.

10.   The method as claimed in Claim 1, wherein the statistical information is

      presented in a different manner for different forms of hyperlinks.

11.   The method as claimed in Claim 10, wherein the statistical information is super-

      imposed on respective image hyperlinks.

10 12.   The method as claimed in Claim 10, wherein the statistical information is

      included in respective text hyperlinks.

13.   The method as claimed in Claim 10, wherein the statistical information is

      included in a form element link.

14.   The method as claimed in Claim 13, wherein the form element link is a drop-

15   down menu link.

15.   The method as claimed in Claim 1, further including converting the hypertext

      page into a format amenable to adding the statistical information.

16.   The method as claimed in Claim 13, wherein the format is syntactically correct.

17.   The method as claimed in Claim 1, wherein the statistical information includes

20   trend information.

18.   The method according to Claim 1, wherein the statistical information is
       selectably presented as raw data, percentages, ratio, graphical indicator, or
       combination thereof.

19.   The method as claimed in Claim 1, wherein displaying the page is performed in
 5   conjunction with a standard web browser.

20.   The method as claimed in Claim 1, wherein the statistical information is drawn
       from scalable database subsets.

21.   The method as claimed in Claim 22, wherein the database subsets draw statistical
       information from a provision database that draws data from plural external
10   databases.

22.   The method as claimed in Claim 23, wherein the plural external databases
       include at least one of the following databases: clickstream, commerce, customer
       records, or financial.

23.   A system for presenting page related statistical information, comprising:
15   a digital interface to receive a hypertext page;
                a database to collect statistical information related to a hyperlink on the
       page; and
                a processor coupled to a human interface to display the page to present
       the statistical information associated with the hyperlink at the hyperlink on the
20   page.

24.   The system as claimed in Claim 23, wherein the statistical information relates to
       a transition from the page to the linked page.

25.   The system as claimed in Claim 23, wherein the processor responds to a user selecting the hyperlink via the human interface to display the linked page with statistical information.

26.   The system according to Claim 23, wherein the processor:
5   processes the hypertext page to identify a hypertext link;
               retrieves statistical information corresponding to that link; and
               generates an annotated page with a modification of the link to include the information with the link in a display of the annotated page.

27.   The system according to Claim 23, wherein the processor filters the statistical
10   information as a function of user input criteria.

28.   The system according to Claim 23, wherein the statistical information is presented on the page in an emphasized manner via the human interface.

29.   The system according to Claim 23, wherein the processor de-emphasizes the page with respect to being displayed without the statistical information.

15   30.   The system according to Claim 23, wherein the processor:
               removes color from the page; and
               presents the statistical information in color.

31.   The system according to Claim 30, wherein the color associated with the statistical information is visually suggestive of the related statistic.

20   32.   The system according to Claim 23, wherein the processor presents the statistical information in a different manner for different forms of hyperlinks.

33. The system according to Claim 32, wherein the processor super-imposes the statistical information on respective image hyperlinks.

34. The system according to Claim 32, wherein the processor includes the statistical information in respective text hyperlinks.

5   35. The system as claimed in Claim 32, wherein the statistical information is included in a form element link.

36. The system as claimed in Claim 35, wherein the form element link is a drop-down menu.

37. The system according to Claim 23, wherein the processor converts the hypertext
10   page into a format amenable to adding the statistical information.

38. The system according to Claim 37, wherein the format is syntactically correct.

39. The system according to Claim 23, wherein the statistical information includes trend information.

40. The system as claimed in Claim 23, wherein the processor selectably presents the
15   statistical information as raw data, percentages, ratio, graphical indicator, or combination thereof.

41. The system according to Claim 23, wherein the human interface includes a standard web browser.

42. The system as claimed in Claim 23, wherein the database is composed of scalable database subsets having the statistical information.

43. The system as claimed in Claim 42, wherein the database subsets draw statistical information from a provisioning database that draws data from plural external databases.

44. The system as claimed in Claim 43, wherein the plural external databases include at least one of the following databases: clickstream, commerce, customer records, or financial.

45. An apparatus for presenting page related statistical information comprising:
   means for receiving a hypertext page; and
   means for displaying the page to present statistical information associated with a hyperlink at the hyperlink on the page.

46. A computer-readable medium having stored thereon sequences of instructions, the sequences of instructions including instructions, when executed by a processor, causes the processor to perform:
   receiving a hypertext page; and
   displaying the page to present statistical information associated with a hyperlink at the hyperlink on the page.

47. A method of annotating a page with page related statistical information, comprising:
   processing a hypertext page to identify a hypertext link;
   retrieving statistical information corresponding to that link; and
   generating an annotated page with a modification of the link to include the information with the link in a display of the annotated page.

48. The method as claimed in Claim 47, wherein the statistical information relates to a transition from the page to the linked page.

49. The method as claimed in Claim 47, further including responding to a user selecting the hyperlink to display the linked page with statistical information.

5 50. The method according to Claim 47, further including filtering the statistical information as a function of user input criteria.

51. The method according to Claim 47, wherein the statistical information is annotated on the page in an emphasized manner.

52. The method according to Claim 47, wherein the page is de-emphasized with 10 respect to being displayed without statistical information.

53. The method according to Claim 47, further including:
removing color from the page; and
annotating the page with statistical information in color.

54. The method according to Claim 53, wherein the color associated with the 15 statistical information is visually suggestive of the related statistic.

55. The method according to Claim 47, wherein the statistical information is annotated in a different manner for different forms of hyperlinks.

56. The method according to Claim 55, wherein the statistical information is super-imposed on respective image hyperlinks.

57. The method according to Claim 55, wherein the statistical information is included in respective text hyperlinks.

58. The method according to Claim 55, wherein the statistical information is included in a form element link.

5 59. The method according to Claim 58, wherein the form element link is a drop-down menu.

60. The method according to Claim 47, further including converting the hypertext page into a format amenable to adding the statistical information.

61. The method according to Claim 60, wherein the format is syntactically correct.

10 62. The method according to Claim 47, wherein the statistical information includes trend information.

63. The method according to Claim 47, wherein the statistical information is selectably presented as raw data or percentages.

64. The method according to Claim 47, performed in conjunction with a standard
15 web browser.

65. The method according to Claim 47, wherein the statistical information is drawn from scalable database subsets.

66. The method according to Claim 65, wherein the database subsets draw statistical information from a provisioning database that draws data from plural external
20 databases.

67. The method according to Claim 66, wherein the plural external databases include at least one of the following databases: clickstream, commerce, customer records, or financial.

68. A system for annotating page related statistical information, comprising:

5   a digital interface to receive a hypertext page;

a database to collect statistical information related to a hyperlink on the page; and

a processor coupled to the page to annotate the page to present the statistical information associated with the hyperlink at the hyperlink on the page.

10 69. A system for annotating page related statistical information, comprising:

means for receiving a hypertext page; and

means for annotating the page to present statistical information associated with a hyperlink at the hyperlink on the page.

70. A computer-readable medium having stored thereon sequences of instructions,

15   the sequences of instructions including instructions, when executed by a processor, causes the processor to perform:

receiving a hypertext page; and

annotating the page to present statistical information associated with a hyperlink at the hyperlink on the page.